Building a B2B Attribution Model at Kroll:
A Work in Progress

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@whitneymparker

The leading industry event by digital marketers for digital marketers

About Me

| 12 YEARS IN DIGITAL MARKETING | B2B AND B2C | LEAD GENERATION AND ECOMMERCE | NONPROFITS + UNIVERSITIES + THINK TANKS | BICYCLES + SAAS TECH + CONSULTING |

About Kroll

| 2,000+ EMPLOYEES IN 26 COUNTRIES | CORPORATE INVESTIGATIONS | CYBER SECURITY & DATA BREACHES | COMPLIANCE & DUE DILIGENCE | PHYSICAL SECURITY |

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Business Challenge – Creating a Holistic Strategy

Business Objective	*Expand Kroll's Market Share in* **Investigation Services**
Marketing Objective #1	*Increase Web Lead Pipeline for* **Asset Search** *Services by 50%*
Marketing Strategy #1	*Increase* **Organic Web Traffic** *for Asset Search Service Page*
Tactic #1	*Identify* **Striking Distance Keywords** *to move to 1,2,3 in SERP for our most valuable target KWs*
Tactic #2	*Improve* **on-page optimization** *– e.g. meta tags, content length and relevance, page load times*
Tactic #3	*Increase backlinks to the page by placing* **new blog content** *with various publishers*

BrightEdge Recommendations

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Platforms Used in Measuring Content ROI

KAPOST

GOOGLE ANALYTICS

PARDOT

BRIGHTEDGE

SALESFORCE

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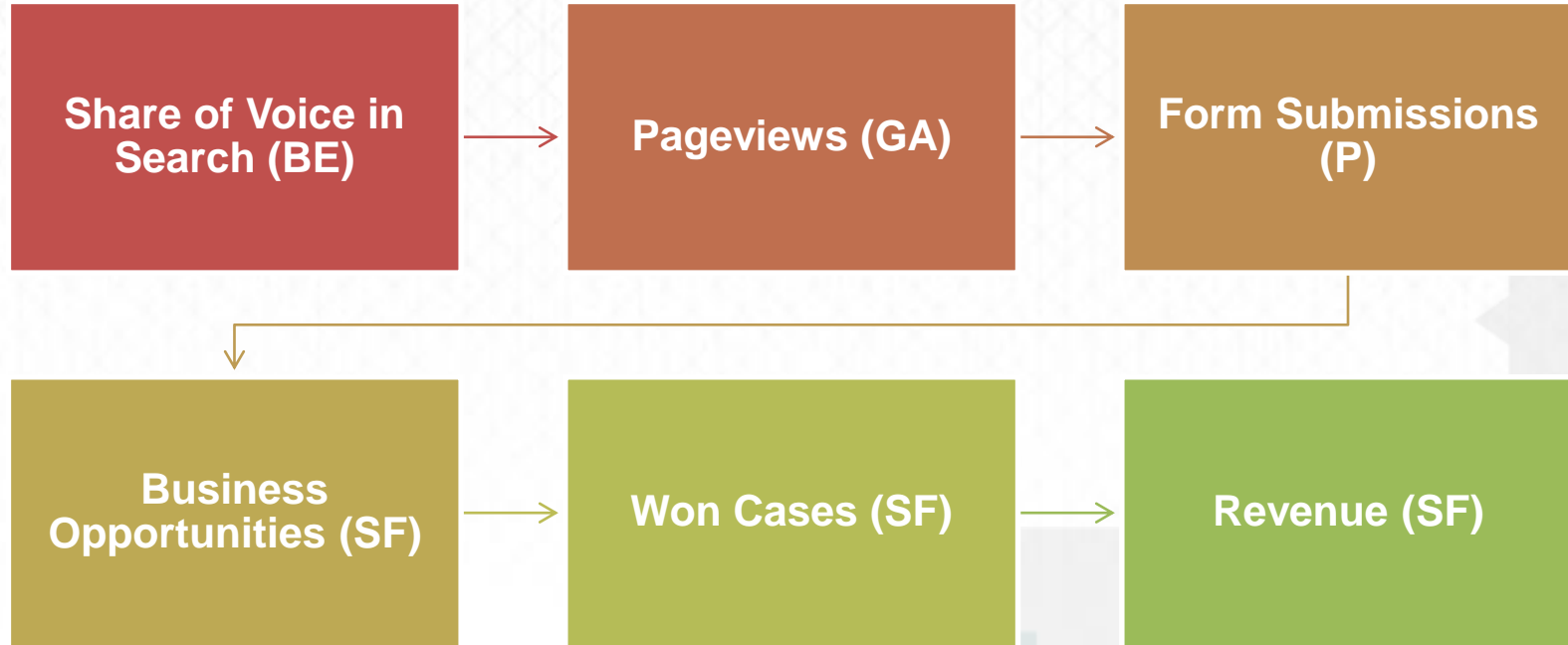Share

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Metrics

Share of Voice in Search (BE) → **Pageviews (GA)** → **Form Submissions (P)**

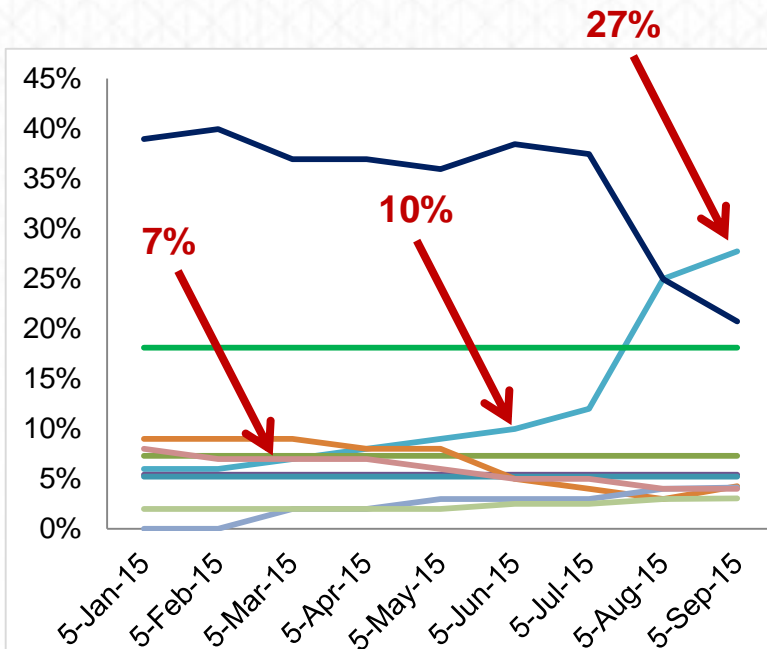**Business Opportunities (SF)** → **Won Cases (SF)** → **Revenue (SF)**

Keyword	Blended Rank	Δ Rank	Page	Monthly Search Volume (Quarterly)	Share of Voice (Δ)	New Monthly Volume of Search Traffic (Quarterly)
asset search	3	+1	/asset-searches	720 (2,160)	10% (+3%)	72 (216)
asset search services	4	+1	/asset-searches	260 (780)	7% (+1%)	18 (54)
asset investigation services	3	NC	/asset-searches	210 (630)	10% (0%)	21 (63)
asset search companies	4	+1	/asset-searches	140 (420)	7% (+1%)	10 (30)
asset investigation	5	+2	/asset-searches	90 (270)	6% (+2%)	5 (15)
asset searches	1	+3	/asset-searches	70 (210)	31% (+25%)	22 (66)
business asset search	9	NC	/asset-searches	20 (60)	4% (0%)	1 (3)
TOTAL (Mo./Qrt.)				1510 (4,530)	10% (+3%)	150 (450)

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BrightEdge Share of Voice Report

Share of Voice Report for "Investigations - Asset Search"

- kroll.com (27.75%)
- checkmatereports.c.. (18.11%)
- jcsusa.com (7.30%)
- assetsearchblog.co.. (5.41%)
- airrecovery.com (5.22%)
- assetsearchesplus... (4.28%)
- tristarpi.com (4.14%)
- assetsearchpi.com (4.02%)
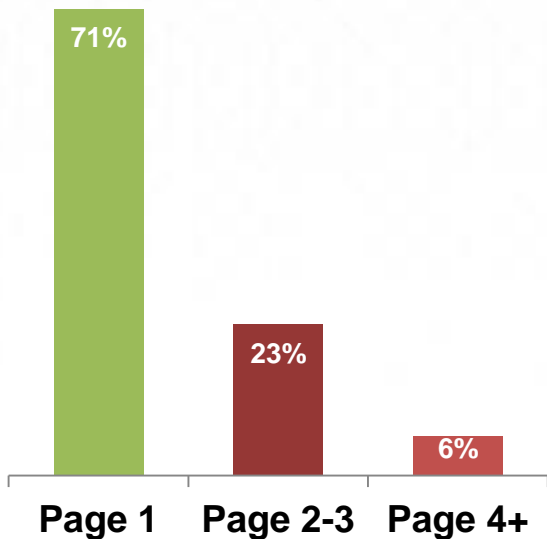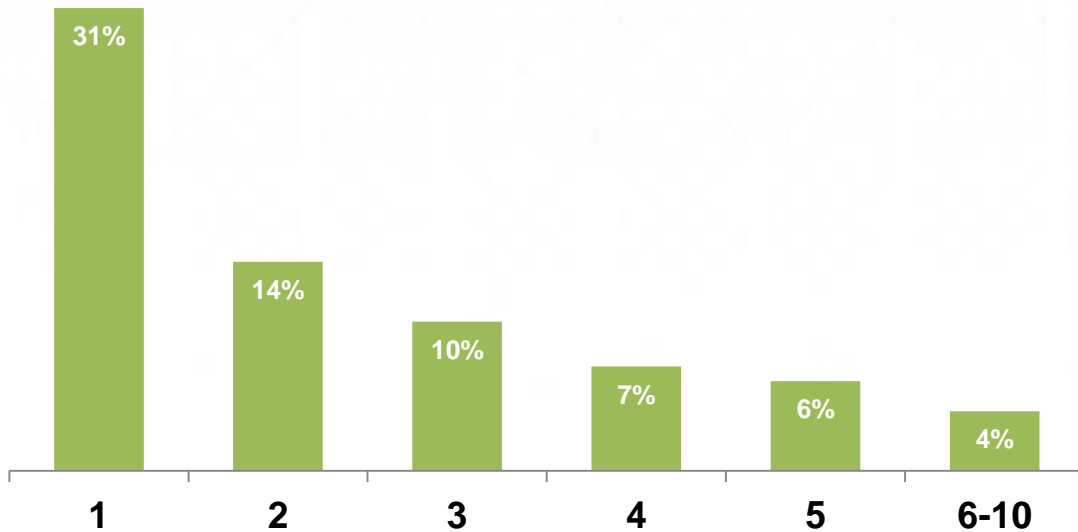- beaconintlgroup.co.. (3.05%)
- Others (20.72%)

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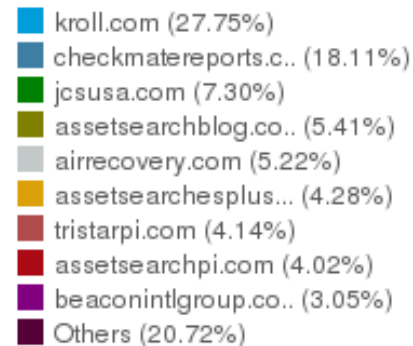
Why is Organic Search Position Important?

At least a third of all search traffic goes to results in Position 1

Importance of Page 1

- Page 1: 71%
- Page 2-3: 23%
- Page 4+: 6%

Importance of Position 1

- 1: 31%
- 2: 14%
- 3: 10%
- 4: 7%
- 5: 6%
- 6-10: 4%

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Campaign Results in Q3 vs. Q2

Share of Voice in Search	*Captured ~10% of Nonbranded Organic search (+3%) for "Asset Search" tracked KWs in Q3 over Q2*
Pageviews	*Non-Branded Organic Pageviews (+25%) for "Asset Search" Landing Page in Q3 over Q2*
Form Submissions	*27 form submissions - SQLs -- (+59%) for "Asset Search" services in Q3 over Q2*
Won Cases	*37 won cases (+60%) for "Asset Search" services in Q3 over Q2*
Revenue	*$1.5 million in Revenue (+40%) for "Asset Search" cases in Q3 over Q2*

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What Did We Learn? Key Takeaways

- **Know Your Business Goal**
  - Strategy and tactics are much easier to identify
  - Reporting more clear
- **Have a Holistic Strategy**
  - Content
  - PR
  - Marketing Automation
  - SEO
  - Paid Search
  - Analytics
  - CRM

What Did We Learn? Key Takeaways

- **Understand How Technologies Work Together**
  - We realized some key data wasn't tracking from GA to Pardot, which led to some missed correlations in the end-to-end attribution model
    - We couldn't tell how much of new revenue we could attribute to our gains in organic search.
  - We're tightening up the technical integrations
  - Custom variables can assist in adding additional dimensions for reporting
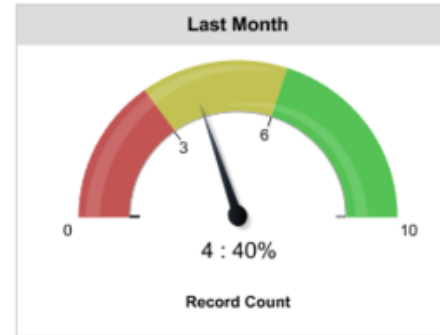- **Reporting While Still Building is Messy**

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Visualize the End State
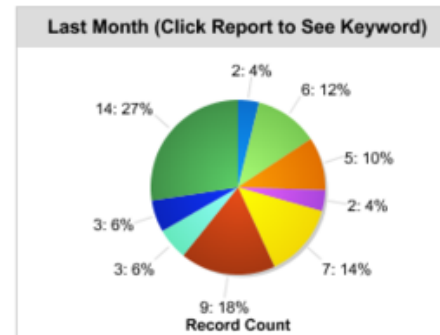
CRM Charts to Consider

Top Ten Keywords For Closed Revenue	**Top Ten Keywords Converting to Sales Opportunities**	**Top Ten Campaigns For Closed Revenue**	**First Touch Conversion Rate By Keyword**
Revenue By Websource	**Top 10 Converting Landing Pages**	**Top 10 Social Campaigns**	**Top 10 Converting Referrers**